

The Greene School

PR and Marketing Committee meeting minutes

Wednesday, April 20th, 2016 at 6:00PM

16 International Way,

Warwick, RI 02886

Open Session: Meeting began at 6:00PM

Present: Tamar Sherer, Jen Sherer, Lisa Cash, Mary Jane Sorrentino, Octavia Abell, Amy Pratt, Ryan Hall, Laura Clavette, Melissa Williams, and Paul Morse

Discussion and development of a marketing and PR plan for The Greene School

Tamar began by speaking about the objective of the meeting and started with an association style quiz on how we would describe certain things, such as cars and Apple products. This activity helped point out that the companies we were able to define have a distinctive competence, not just marketing slogans. So too does The Greene School.

We need to do a similar “branding of TGS” - and can borrow from our EL support- “learn by doing”

We need to know our audience and our targets and what we are saying and always be aware everything is public. The look has to be consistent and constant and the voice is the same no matter whom you are speaking with.

For tonight, we need to identify target markers and figure out how we can access them. We need to set some goals and lastly, talk about tactics.

Tamar handed out some ideas she has regarding targets, such as both current and prospective parents, corporations, small businesses, our vendors, charitable foundations, federal and state agencies, trade and professional organizations, individuals, community and civic organizations, public officials (local and state), news outlets, kids summer camps, post- secondary institutions, and chambers of commerce.

We narrowed down that list to focus on both current and prospective parents, specific corporations, post -secondary institutions and alumni associations, middle schools, summer camps and news outlets.

We need to remake our pamphlets/ leave-behinds. We need to put a tab on the website for people to sign up for the monthly newsletter. Tamar states that she will make a press kit for the news outlets and the secondary institutions (send to the HR office and offices of sustainability). We need to research corporations and businesses to see if their beliefs coincide with ours and then figure out who to mail our newsletters to.

The newsletter needs to be mobile friendly and, for the broader community, have richer content with no links. Ryan Hall has been working on getting content/pictures from the teachers on what is happening in our classrooms.

Next we spoke about the website. Tamar has been working on one on WIX and Ryan and Melissa both agree this will be an easier website to use for the public as well as for the school when updating.

Tamar reminds us that we need someone to be accountable to do the work of taking pictures for the newsletters, creating lists for the targets, who will write on-going press releases.

For the next meeting, people need to own defining the who and the how for each of the audiences we defined. We will meet again, tentatively, on Thursday evening, May 5th, 2016.

The meeting adjourned at 7:30PM.